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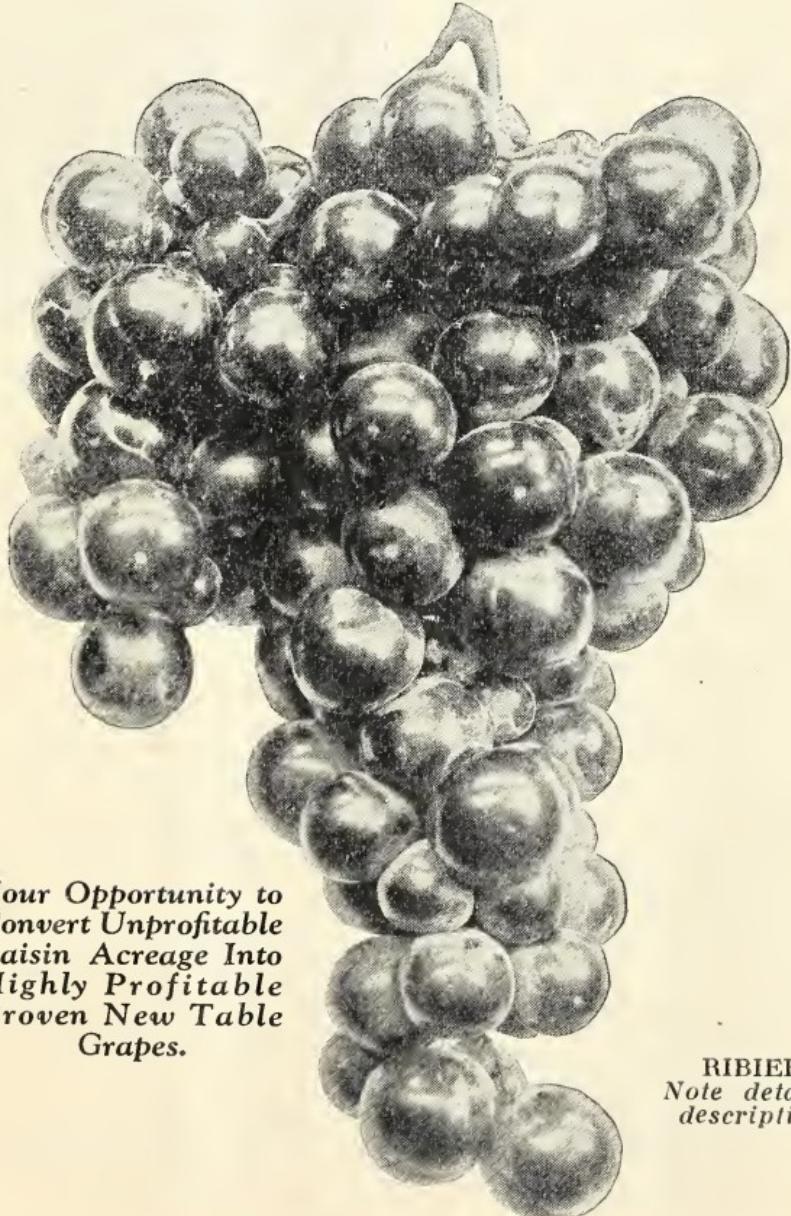
1926

# Profit versus Loss!

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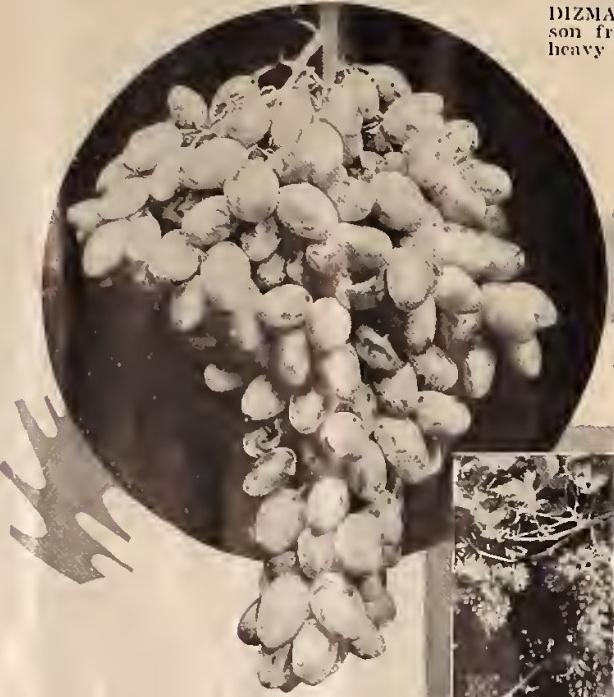
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Your Opportunity to  
Convert Unprofitable  
Raisin Acreage Into  
Highly Profitable  
Proven New Table  
Grapes.

RIBIER.  
Note detailed  
description.





DIZMAR third season from graft. A heavy producer.



OLIVETTE BLANCHE third season from graft. Evidence of enormous productivity.

**OLIVETTE BLANCHE.**  
A light colored variety of very attractive appearance and excellent merit. Note description.

## Full Description of Varieties

### OLIVETTE de VENDEMIAN

A MOST valuable proven variety, offering not alone the best possibilities for immediate profit, but more than any other grape a most dependable future.

An importation from the south of France, but which has been under observation in California for many years, during which time it has demonstrated its characteristics and its peculiar adaptation to California conditions, but, what is of greatest importance, ITS COMMERCIAL VALUE AS A GRAPE THAT CAN BE GROWN IN CALIFORNIA THAT WILL TAKE THE PLACE OF THE GRAPES IMPORTED IN

**SAWDUST FROM SPAIN.** This variety must not be confused with Almeria.

*These importations from Spain had reached a large volume, and, grown in California, the possibility of the development and the consumption of this type of grape, marketed in sawdust from storage during the months of November, December, January, February and March, are limited only by the degree to which this grape can be made available for distribution.*

With the quarantine on Spanish importations, the possibilities of the development of this consumption during the late Fall and Winter months



**DIZMAR.**  
An amber-colored grape of large size and wonderful quality. Ripens three weeks in advance of Malaga. Note description.



**OLIVETTE DE VENDEMIAN.**  
Third season from rooted cutting. Very prolific.



**OLIVETTE DE VENDEMIAN.**  
Unlimited possibilities for development as a sawdust grape. Note description.

becomes the heritage of the California grapegrower and in Olivette de Vendemian there is available for this purpose a grape in quality superior to the Ohanez, formerly imported from Spain, and it is safe to say that the American consumption of this late-keeping sawdust grape, with proper distribution and sales effort, can be developed within ten years to a tonnage of 10,000 to 15,000 carloads.

These grapes would be marketed competitively mainly with Fall and Winter apples, bananas and California and Florida citrus.

Inasmuch, however, as the popularity of the table grape is based upon its convenience of consumption (each grape being just the right size for one bite; requiring no peeling, no mussing of the hands and face; the pulp impounded in the skin; absolutely clean) as much as upon its prime eating quality as a fresh fruit, there is no question but that competitively this line of least resistance in the consumption of the grape gives to the table grape, marketed competitively with the apple, banana, and orange, a long advantage that neither of the latter possesses, and once a sawdust grape of good quality, sunkist by the climate of California, is made available during the Fall and Winter months in large quantities so that it can be distributed as largely as the preceding

table grape varieties, the consumption of the Olivette de Vendemian can be developed to enormous proportions.

The five months' preceding crop movement of earlier varieties gives to the American consumer a grape habit that, properly exploited, will consume grapes in as large volume during the late Fall and Winter months as during the height of the early Fall grape movement.

OLIVETTE DE VENDEMIAN IS ADMIRABLY ADAPTED TO THESE REQUIREMENTS AND BEING SUPERIOR IN QUALITY TO THE SPANISH IMPORTATIONS OF OHANEZ WILL BE THE VARIETY USED TO PROLONG THE GRAPE SEASON, MARKETED WITH AND FOLLOWING THE SEASON OF THE SAWDUST EMPEROR.

The characteristics of the foliage of Olivette de Vendemian are similar to those of Ohanez, but the fruit is quite different.

The bunches of Olivette de Vendemian are

longer and looser than those of Ohanez and will pack better in sawdust.

In intrinsic quality Olivette de Vendemian more than equals the Ohanez, while in bearing also Olivette de Vendemian outranks the latter.

Olivette de Vendemian ripens during the middle of October and the grapes will keep well on the vines until late in the Fall.

This variety thrives in sandy loam soils but can also be planted in heavier soils for later ripening.

It requires a hot climate for the setting of its blossoms; is a vigorous grower and good bearer, increasing in productivity with age.

Bunches are large, conical, loose, well filled.

The adherence of the berries to the rather long pedicles is strong.

The berry is large, ellipsoidal, whitish amber and covered with a small amount of bloom.

The pulp is firm and of good flavor.

Fruit ripens late, keeps and ships remarkably well.

Can be successfully grafted on Thompson Seedless, Sultana and Malaga, and will produce a crop the third season from the graft.

## DIZMAR

*An amber-colored grape of large size and wonderful quality, ripening ten days in advance of Thompsons and three weeks in advance of Malaga.*

One of a collection of Persian table grapes imported by Professor van Deman.

Has been under observation for a number of years on different locations and has passed the experimental stage to a degree that its merits have now been established and in future it will take the place of Thompson Seedless and Malaga as the best early white grape.

IT IS SUPERIOR TO MALAGA IN FLAVOR, FIRMNESS AND ATTRACTIVE APPEARANCE, AND IS RATED ONE OF THE BEST SHIPPING GRAPES.

Its prime advantage, however, is its season of early ripening. IT RIPENS THREE WEEKS IN ADVANCE OF MALAGA.

In other words, in Dizmar you have a grape of beautiful amber color with bloom, extremely large size, firm texture—in every way superior in quality and appearance to Malaga—that ripens three weeks in advance of that crop, even in advance of Thompson Seedless, and can be completely harvested before the heavy movement of Malaga is under way.

Bunches are large, conical, shouldered, well filled but usually not compact.

The berries are large, tending to appear cylindrical by a slight flattening of the end. They have an attractive, rich, semi-transparent appearance when ripe. Color, amber.

Texture is crisp, tender, and the skin, though thin, does not break nor exude juice in packing.

The flavor is neutral but sprightly and pleasing, superior to Malaga.

Fairly productive, increasing in productivity with age.

Distinctly a variety for a hot climate, and particularly adapted to the upper San Joaquin Valley conditions, such as in Stanislaus, Merced, Madera, Fresno, Kings, Tulare and Kern counties.

Makes a good union when grafted on Thompson, Sultana and Malaga, and will produce a crop the second season from the grafting.

Is a particularly valuable standard table grape variety in that its earliness prolongs the season of the white table grape by two weeks, and can be harvested later throughout the Malaga season.

The bulk of the movement, however, will be during the season when the demand for grapes is at its height and no movement from any competitive variety of equal table quality.

Will allow of the development on a basis of profitable production of a large carlot movement.

## OLIVETTE BLANCHE

(Melcher Strain)

Introduced by the Department of Agriculture in 1907.

A light-colored variety of very attractive appearance, excellent merit and good shipping and keeping qualities. A splendid producer of handsome clusters of oval-shaped berries—clusters large to very large, sometimes slightly shouldered, medium loose to well filled.

Berry oval, very large, color light yellow, bloom white, slightly transparent, skin thin to tough, flesh meaty, moderately firm, juicy, flavor pleasing and sprightly.

For productivity one of the best.

The fruit matures September 15th and will hang late. Keeps and ships well.

*Marketed with the last shipments of Malaga and during the season of Emperor, its beautiful amber yellow color, extremely large size, firm texture and tough skin, make it a table grape superior to either Malaga, Tokay or Emperor, marketed during its season.*

Has possibilities for development as a sawdust grape.

Two acres of third season grafts on the vineyard of Mr. Melcher matured nineteen tons of fruit which brought net \$1765.00.

Can be successfully grafted on Thompsons, Sultana and Malaga, will make a good head and mature a crop the second season from the grafting.

## RIBIER

IN RIBIER YOU HAVE A GRAPE OF JUMBO SIZE, JET BLACK COLOR AND CHOICEST QUALITY, MATURING AHEAD OF THOMPSON SEEDLESS AND BLACK MONUKKA, BUT WITH A SEASON ALSO THAT CAN BE PROLONGED TO OCTOBER FIRST.

Its exceedingly large size, intensely black color, firm texture and good keeping quality and excellent distinctive flavor, make it a table grape of super quality that can be moved during the season of Thompson Seedless, Malaga, Tokay and even into the season of Emperor.

Has been grown in California for nearly twenty years, and the past five years, on account of its superior quality, has drawn the attention of several commercial planters who have since demonstrated its commercial advantages and possibilities, particularly on the vineyard of C. A. MELCHER, McFarland.

BERRIES ARE VERY LARGE, ATTAINING JUMBO SIZE, AND ARE PERHAPS THE LARGEST OF ALL VARIETIES. THE AVERAGE WEIGHT OF A BERRY IN SOME BUNCHES IS OVER ONE-THIRD OF AN OUNCE.

COLOR—INTENSELY BLACK AND COVERED WITH AN ABUNDANT GRAYISH BLOOM.

EXTREMELY HEAVY AND REGULAR BEARER, PRODUCES A SECOND CROP OF GOOD QUALITY and for juice purposes is self-coloring.

Years of observation of this variety have demonstrated that it is regularly productive.

Moving in advance of the heavy Malaga and Tokay movement, this grape will develop a demand of its own on the market, and later during that portion of its season, moving competitively with Tokay, will on account of its superior quality realize a higher value per ton net than that standard shipping variety.

This variety can be successfully top-worked on Thompson Seedless, Sultana and Malaga, and is an exceedingly thrifty grower, will make a good head and the second year from the graft will produce a crop.

## RED MALAGA

The Maraville de Malaga, commonly called Red Malaga, is a red table grape.

A limited acreage is now commercially productive on a number of vineyards in the San Joaquin Valley, so that its merits, both as to production, quality and market value, have been well demonstrated.

The berries are large, round and firm and of a beautiful sparkling red color, especially when held up in the light. It has been said that its color is a cross between a ruby and an amethyst.

The cluster is large, conical and quite irregular in shape.

Vine is a strong grower and a good bearer.

Ripens during the season of White Malaga, that is, during the months of August and September, and attains its highest degree of maturity during the last two weeks in September.

In flavor, Red Malaga is superior to White Malaga. Flesh firm, juicy, with a distinctive flavor.

Matures with the first of White Malaga and will hang on the vines to October 1st.

Maturing immediately in advance of the Tokay and moving in its last picking during the season of Tokay, its advantages over the Tokay are its rare red color, its earliness, its large size and prime table grape quality, and moving competitively with Tokay, these advantages will assure to Red Malaga an advantage over that standard table grape.

One of the most deserving of the new varieties and will become a standard table grape.

A grape having in color, size and eating quality the attributes of Tokay and superior to Tokay, THAT, HOWEVER, UNLIKE TOKAY IS ADMIRABLY ADAPTED TO SUCCESSFUL CULTURE IN THE SAN JOAQUIN VALLEY.

Red Malaga is valuable also interplanted as a pollener of other varieties.

Can be top-worked successfully on Malaga, Thompson Seedless and Sultana. Will make a good head and mature a crop the second season from the grafting.

## RISH BABA

Known also as Humphrey's Lady Finger. Introduced by Prof. van Deman and distributed in California in 1893. Somehow, however, lost in the shuffle and its merits escaped the attention of viticulturists until of late years when it has been grown in considerable quantity and shipped to local and eastern markets, principally by A. B. Humphreys at Escalon.

It is a very attractive grape and finds buyers at good prices. Rather delicate to handle.

Bunches are large, well filled and loose.

Berries are large, elongated, more or less enlarged near the upper half, yellowish white when ripe, delicate, of fairly firm texture, thin skinned. Flavor is neutral but agreeable.

Ripens in early midsummer.

Vine is extremely vigorous and productive.

## MUSCAT ALBARDIENS

Thrives best in a hot climate, where its flavor is always delicate and most pleasing.

THE VINE IS VIGOROUS AND A GOOD BEARER.

Bunches medium, conical, shouldered and well filled.

Berries large, almost spherical, black and of Muscat flavor.

A fine table grape of fair shipping quality.



CARL A. MELCHER,  
to whose enterprise  
we owe the com-  
mercial introduction  
of the Ribier,  
Dizmar, Olivette  
de Vendemian and  
Olivette Blanche  
Grapes.

**M**R. MELCHER relates in his own words his experience of these new grapes:

"During the Fall of 1921 there was considerable thought given, by those in the business, as to what would happen to the raisin industry when the tremendous new acreage, planted during the two previous seasons, was brought into full production.

"Having twenty acres of young Thompson vines, I was naturally much interested and the more thought I gave to it the more pessimistic I became.

"Having heard of the many different varieties of grapes that possibly would be worth while, but had never been seriously tried out for their commercial value, I began to give these varieties consideration.

"Experimenting always appealed to me, and when I found I could secure scions of a number of these I decided to graft over the twenty acres to thirty-four different varieties.

"Knowing that the greater proportion might not be of value, the only thing I could do was to eliminate the less desirable as time went on and they proved themselves so.

"In grafting over the twenty acres I gave those that, from what I could learn, were the best, the most space in the vineyard. Some were given a number of rows and others only one. I had a thoroughly experienced man do the grafting and had very good results, better than a ninety-five per cent stand.

"The vines grew very well during that season and most of them bore a few bunches. There was enough on some varieties to prove them not desirable, so the process of elimination began and they were grafted over again to others that showed up better.

"During the few seasons of this work, I was very glad to find some varieties proving themselves to be of the

exceptional quality I had in mind. I wished to cover the season from the earliest to the latest varieties and they would need have some outstanding quality such as appearance, shipping quality or flavor. Some had all of these and others were strong enough in one or two of these qualities to make them fit in grape markets exceptionally well.

"The most important and most promising of these—that is, RIBIER, DIZMAR, OLIVETTE DE VENDEMIAN and OLIVETTE BLANCHE—I have introduced commercially and they have proven themselves everything that I have hoped them to be.

"I give below a brief description of these varieties as I have observed them on my vineyard.

"The Ribier is a strong grower, bunches medium to large, conical and well filled. Berries very large with a jet black color and a very pleasant flavor; berries adhering strongly to stem—a truly remarkable grape with good shipping quality. Ripens on my vineyard middle of July and in advance of Thompson Seedless.

"The Dizmar is a Persian grape. Vine very vigorous. Bunches large, conical, loose to well filled. Berries medium to large size of amber color and of an agreeable flavor, crisp and adhering well to stems. Flesh firm, skin tough. A good shipper and ripens on my vineyard three weeks in advance of Malaga.

"The Olivette de Vendemian is a very promising white late shipping grape, particularly well adapted to packing in sawdust. Vine vigorous. Bunches large, conical, loose to well filled. Berries large, elongated and of a neutral flavor. A very attractive late grape and a good keeper.

"The Olivette Blanche is a strong grower. Bunches large, ovoid and elongated. Berries are large, neutral in flavor, pulpy and adhere strongly to stems. A beautiful white grape of fine shipping quality. Ripens during mid-season and can be used also for drum packing."



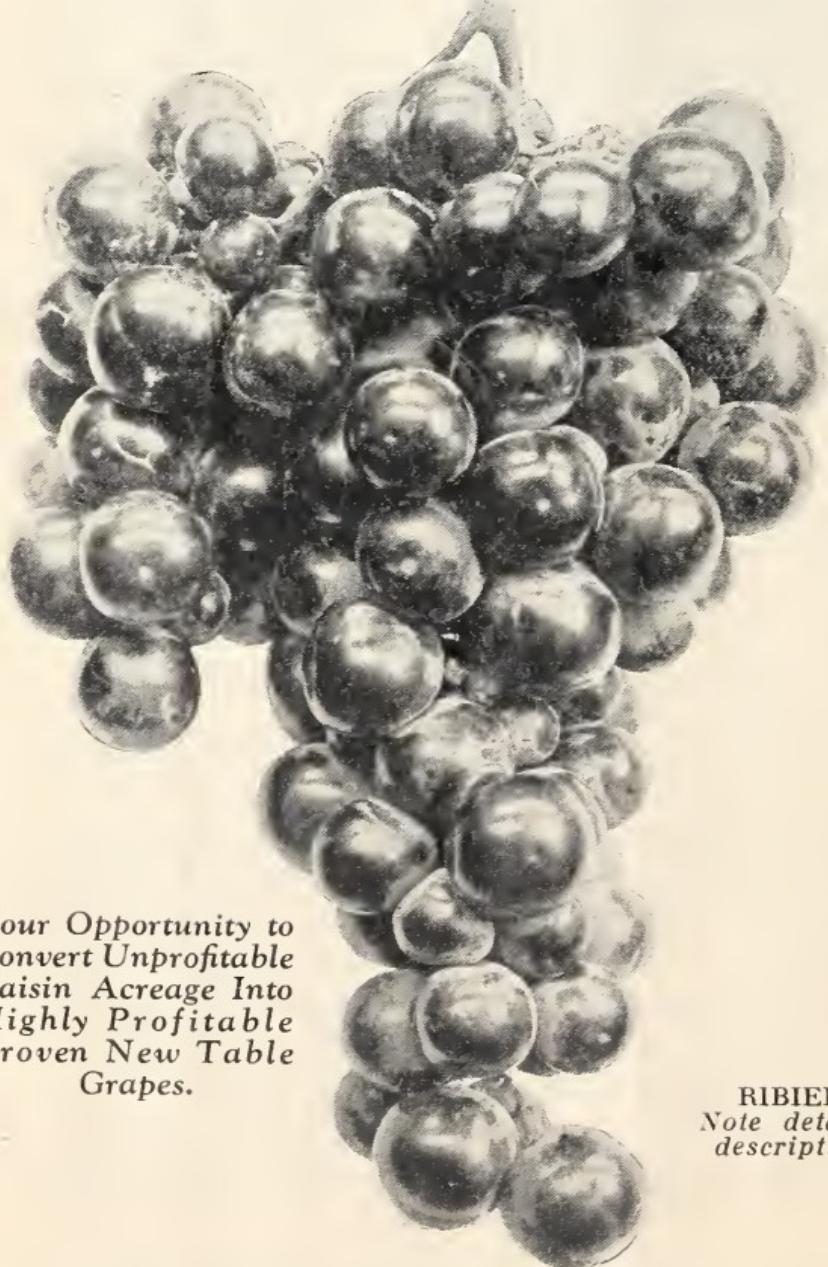
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